

**THE
MACARONI
JOURNAL**

**Volume 40
No. 6**

October, 1958

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



OCTOBER, 1958



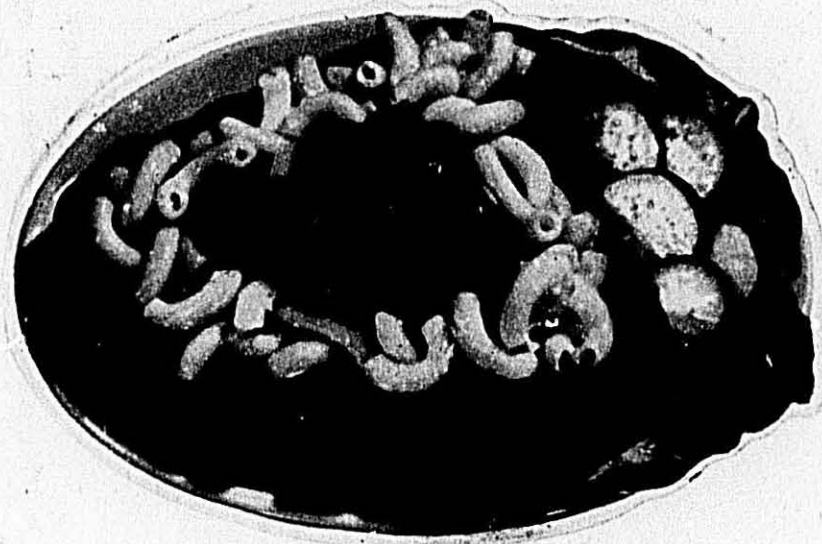
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Cover Photo

Diane Lally, sweet sixteen, announces the theme of National Macaroni Week, "Youth Will Be Served," for the period October 16-25.

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October, 1958

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27,000,000 New Customers

The National Macaroni Institute aims at Youth Market,
National Macaroni Week Theme "Youth Will Be Served."

MORE than you realize, your sales are influenced by teen agers and even younger school children, says Ira S. Glick in the magazine *Management Methods*. Last year hard-headed business firms belled out an estimated \$40,000,000 for sponsored teaching aids to be used in elementary and high schools. This year's figure promises to be even higher. Just what are they buying?

Sponsored teaching aids are simply teaching materials prepared by industry or business for instructional use in schools. They may take any of many forms—booklets, texts, filmstrips, charts, posters, teachers' guides or handbooks. There is an ideal and unique method for the businessman to create awareness of his product or service among young people. His primary reason for launching a school program is neither philanthropic nor visionary. It is based on a practical, dollars-and-cents estimate of the new and growing importance of youth as a market for his product.

Growing Market

According to U. S. Census figures for July, 1957, there are close to 12,000,000 people in the 15 to 19 year-old age group. There are an additional 15,000,000 in the 10 to 14 year-old group. This adds up to a whopping 27,000,000 teen agers—a sizable wedge of the total population. The nation's 27,000,000 teen agers have \$9,000,000,000 to spend annually on products and services of their own selection. But above and beyond this personal area, young people wield a powerful influence on family tastes and purchases of every kind. Their opinions not only affect the choice of brand selected in making a purchase; they often instigate the purchase in the first place. In the American home, where children are both seen and heard, the child is likely to cast the deciding vote on all matters from the choice of breakfast cereal to the new family automobile.

There are, of course, many ways to attempt to reach the youth market; among them are press, radio and television. While a school program based on sponsored educational materials is not intended to supplant any of these traditional media, it does offer three distinctive advantages: it is more economical than most "traditional" media; it pinpoints the specific audience; it is a program the businessman can readily test and prove.

A successful program must have educator approval and support. To insure this support, sponsored aids must have real educational value; they must fill a definite need. And schools will not accept



Diane Lally, 16, illustrates the theme of National Macaroni Week, "Youth Will Be Served." Trade releases with Diane urged grocers to prominently display macaroni, spaghetti, and egg noodles for excellent related item sales during the Week.

rely on local educators and school administrators to advise them.

On the other hand, many of the firms that initiate teaching aid programs turn to educational specialists for advice, planning and preparation of the materials to be distributed.

Giving the schools what they need, presented in a form readily usable by them, is the one rule to remember, regardless of the approach taken.

This obvious precept is frequently ignored. For example, a major food products company recently produced an elaborate motion picture at a cost of about \$50,000. An additional \$10,000 worth of prints were ordered, and a distribution agency was hired to ship, receive, inspect and repair these prints. The requests from schools for the motion picture were surprisingly low. The entire project cost a small fortune in terms of number of people reached. What the manufacturer had not realized is that for about one-third the cost, a color sound-slide film could have been prepared and would, in this form, have been infinitely more useful to the schools.

Schools Want Material

Schools are eagerly looking for new materials that will help them to present subject to their students colorfully and interestingly. In the areas of science, technology, social studies, and home economics, in particular, sponsored teaching aids can present more up-to-date information than textbooks even just a few years old.

Distribution of sponsored teaching aids is a delicate and highly important part of the entire program. The material must reach its intended audience before it can be successful.

Pre-testing of the materials is of primary importance, to insure their acceptability and effectiveness from both the school's and the sponsor's point of view. This is done in a variety of ways. A generally accepted procedure today is to prepare materials in an inexpensive format and in limited quantities, and to distribute these to a true national sample of educators, asking them for their cooperation in determining the value of the materials offered. This is done by including with the materials a complete questionnaire.

Full distribution of the teaching materials is made on request only. To mail out hundreds and thousands of copies of, say, a pamphlet, without a specific request from the teachers in question might, at worst, involve a tremendous waste; at best, it would be poor public relations, cheapening the value of the materials in

teaching aids which are nothing but blatant ads for the company's product. Recently a manufacturer of soaps and beauty preparations spent a considerable sum of money for sponsored teaching aids, in the form of motion pictures, charts, booklets. And nearly all of them stayed on storeroom shelves when schools found that insistent use of the sponsor's name and product pictures negated the inherent "teaching" value of the materials themselves. Purely promotional material is not acceptable to schools.

Alert firms have found that while they perform this public service of giving the schools the kind of teaching aids they need in a form they can use, they build a favorable impression in young minds for their products.

Preparing Programs

Planning and preparing educational programs for use in schools is handled in several different ways by large companies with varying success. Some firms simply turn it over to their advertising agency or their public relations department and let it go at that. The result is often a presentation of rehashed publicity releases or advertising promotion, instead of the original, fresh and attractively prepared material to which the schools are entitled.

Some large firms feel they are equipped to handle their own nation-wide school programs. Other, smaller organizations feel that a program confined to the schools in their specific locality will accomplish their goals. These companies

27,000,000 New Customers

(Continued from preceding page)

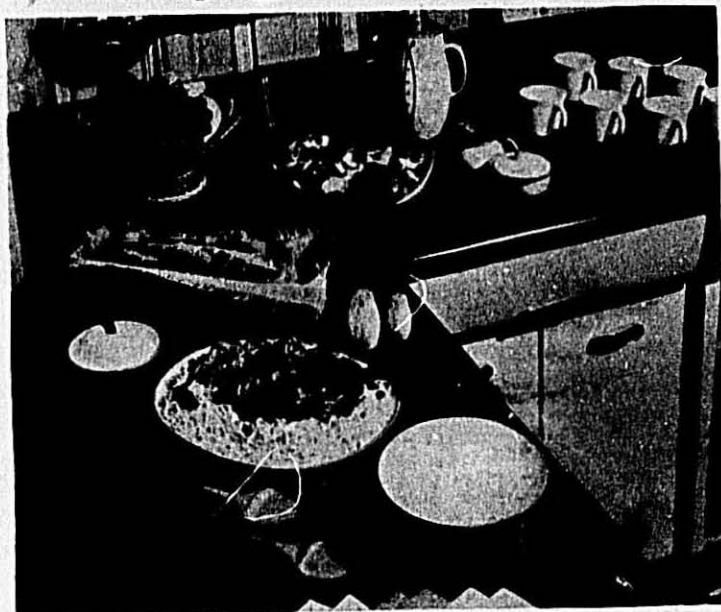
the teacher's eyes. In any event, an important factor in building teacher interest and requests for your materials is personal contact with key educators and professional associations.

A teaching aid need not be an elaborate filmstrip. It can be simple; often the simplest aids are the most effective. An insurance company, for example, distributes "Children's Safety Lessons." These are colorful safety posters that carry on the reverse side a sprightly safety tune jingle set to a nursery rhyme tune—for use, of course, in elementary grades. A list of companies and what they have done in the teaching aid field could go on almost indefinitely. Each year the number of firms that enter the field grows. They are discovering that in this way

they can make a legitimate (and badly needed) contribution to education, while at the same time they serve themselves by reaching the vast youth market.

The progressive company knows that the youth market's purchasing power is impressive now, and that obviously the teen age market is an expanding one. All told, today's teen agers spend an average of \$333 annually, including gifts, allowances and earnings. The progressive company further realizes that today's teen ager is tomorrow's adult—parent, businessman, consumer of a multitude of products and user of a thousand services. The impression made on the adolescent mind is generally the one that sticks. Teaching aids are a constructive method to reach those minds.

Spaghetti Buffet



Buffet Spaghetti Supper: For a fun party, have a buffet spaghetti supper in your kitchen. Make the star of your menu spaghetti with meat sauce, and round out the meal with a tossed salad, crusty French bread, fresh fruit and cups of hot chocolate milk.

Buffet for Teens

A buffet spaghetti supper is one of the most successful ways to entertain according to teenagers in the know. Guests like to help themselves and some even enjoy pitching in with the preparation. Last minute chores, such as cutting and buttering the bread, tossing the salad, and setting the table, are fun when everyone helps. In keeping with this informal trend, how about setting up your buffet right in the kitchen? Use a work counter or even the kitchen table as a buffet table. Arrange the plates and food so your guests may serve themselves in logical order.

Here are a couple of really tempting spaghetti recipes—one with a meat sauce and the other with marinara sauce. Good go-togethers with spaghetti would be a generous tossed salad, lots of hot, buttered French bread (garlicky or plain), a big pot of hot chocolate milk and fresh fruit or ice cream for dessert.

Spaghetti with Meat Sauce (Makes 6 servings)

- 3 tablespoons olive or salad oil
- 1 1/2 pounds ground beef
- 1/2 pound ground pork
- 1 clove garlic, finely chopped
- 1 6-ounce can tomato paste
- 2 1-pound cans tomatoes

- 3/4 cup water
- 1 teaspoon oregano
- 1 teaspoon monosodium glutamate
- 2 teaspoons salt
- 1/4 teaspoon pepper
- 2 tablespoons salt
- 4-6 quarts boiling water
- 1 pound spaghetti

Heat oil; add beef, pork and garlic and cook over low heat, stirring occasionally, until browned. Add tomato paste, tomatoes, 3/4 cup water, oregano, monosodium glutamate, 2 teaspoons salt and pepper; mix well. Cover and cook over low heat, stirring occasionally, 1 hour and 30 minutes.

Meanwhile, add 2 tablespoons salt to 4-6 quarts rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve spaghetti with meat sauce.

Spaghetti with Marinara Sauce (Makes 4-6 servings)

- 1/4 cup olive oil
- 1 cup sliced onions
- 1 clove garlic, finely chopped
- 1 1-pound 4-ounce can tomatoes
- 1 teaspoon paprika
- Dash cayenne
- 1 2-ounce can anchovies, chopped
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti
- 1/2 cup grated Parmesan cheese

Heat olive oil over low heat. Add onions and garlic; saute until tender. Add tomatoes; cook over low heat 1 hour, stirring occasionally. Add paprika, cayenne and anchovies; cook 10 minutes.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve sauce over spaghetti. Sprinkle with cheese.

For Macaroni Week

The National Macaroni Institute through Theodore R. Sills & Company, the Institute's public relations counsel, has been sending Macaroni Week publicity to newspapers and magazines all over the country.

Sunday readers will be made aware of the promotion through the American Weekly, Parade, New York Daily News, Family Weekly, and This Week.

Associated Press, Newspaper Enterprise Association, United Press International, General Features, Bell Syndicate, and National Weekly Newspaper Service are among the syndicates who will tell the "Youth Will Be Served" story.

Material for fall and back-to-school supplements went to Stamps-Comhair, Newspaper Enterprise Association, and Meyer Both.

Magazines to feature macaroni include Good Housekeeping, Harper's Bazaar, Family Circle, True Confessions, Modern Romances, Farm Journal, Progressive Farmer, Secrets, Daring Romances, and Revealing Romances.



YOUTH WILL BE SERVED

... especially if the spaghetti is made from the semolina that makes youngsters really enjoy any macaroni products dish.....



Commander-Larabee

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Field Trip

A GROUP of macaroni manufacturers made a two-day trip through the heart of the North Dakota durum triangle on August 12 and 13 with Donald G. Fletcher and Eugene B. Hayden of the Rust Prevention Association, Minneapolis.

The tour, arranged by the Rust Prevention Association, provided the manufacturers with an opportunity to see the raw material on which their businesses depend being produced. The National Macaroni Manufacturers Association has supported durum research through the activities of the Rust Prevention Association.

Those making the trip included Horace P. Gioia of Alfonso Gioia & Sons, Rochester, New York, president of the National Macaroni Manufacturers Association; Lloyd E. Skinner, Skinner Manufacturing Company, Omaha, Nebraska, immediate past-president of the National Macaroni Manufacturers Association; Joseph S. LaRosa and Phillip P. LaRosa, V. LaRosa & Sons, Inc., Brooklyn, New York; C. L. Sibbald, director, Catelli Durum Institute, Lehighridge, Canada; Robert M. Green, N.M.M.A., Palatine, Illinois; James J. Winston, director of research, N.M.M.A., New York City; Don Fletcher and Eugene Hayden of the Rust Prevention Association. The group was joined Monday night at Grand Forks by Maurice L. Ryan and Leo Kraft of the American Beauty Macaroni Company, St. Paul, Minnesota. They did not make the tour but joined the group Tuesday night with durum producers at Devils Lake.

Gather at Grand Forks

The group gathered at the Westward Ho Motel in Grand Forks, North Dakota, and were welcomed immediately with western hospitality that extended to the decoration of the rooms in western motif. Early arrivals had an opportunity to go through the North Dakota Mill and Elevator before dinner at the Bronze Boot.



Victor Sturlaugson shows test plots at the experimental station at Langdon.

The New York City contingent arrived Monday night and was ready to go on the trip bright and early Tuesday morning. Leaving Grand Forks by automobile the caravan traveled north to Gilby where they visited the farm of John Scott.

John Scott's Farm

The Scott farm is a model operation. Some 3,000 acres run by ten men well equipped with modern machinery, produces durum, Selkirk (hard spring wheat), flax, sugar beets and potatoes. All of these crops looked good and bumper yields are expected.

Mr. Scott was ready for the macaroni delegation and had the full array of durum operations in process. There were still some green fields, while others had been swathed. The macaroni manufacturers learned that this meant the grain had been cut and laid on the ground for drying. John Scott also does straight combining, which means he cuts the grain high and separates the chaff from the kernels directly and then puts it in a dryer to bring down the moisture from approximately 25 per cent to the 13 or 14 per cent acceptable at the elevator. Straight combining eliminates the necessity of swathing but does require mechanical drying.

His mechanical dryers got expert appraisal from the macaroni manufacturers. They approved of his equipment and his techniques. They also approved of his crew of laborers who pull stray weeds out of the fields by hand and make sure they are destroyed.

On To Cavalier

From Gilby the trip proceeded north to Cavalier where the Peavey Elevator is run by C. F. Schafer. Here the group saw first arrivals of durum just harvested. First samples test weighed 64 pounds and looked bright in color. While the truck load of grain was tipped into the receiving grate for storage in the elevator, samples were weighed out for grading. A 500 gram sample goes through a dockage tester which screens out foreign materials. This tells the elevator operator what he will find when he cleans up the wheat prior to marketing. It is his job to take out the buckwheat, wild oats, mustard and cracked durum. With a line of trucks waiting for service at the elevator, the elevator man must step lively to take care of his customers and use sharp on-the-spot judgment to grade and price the grain.

West of Cavalier a visit was made at the experimental plots at Langdon. Here durum breeding lines developed by state and federal plant scientists are being tested. Each year the Rust Prevention Association takes many of these hybrid grains to Mexico for increase during the winter, thereby producing two crops in twelve months and speeding up the research program.



Lloyd Skinner, Don Fletcher and Vic Sturlaugson examine rust pustules on a durum sample.

The state and federal governments speeded up their research efforts to produce rust resistant varieties of durum when race 15B of stem rust exploded in 1950. Helped by the activities of the Rust Prevention Association, farm organizations, producers and business groups, scientists developed four new durum wheats—Langdon, Ramsey, Towner and Yuma. These were tested and increased from only a few kernels in 1952 to more than 2,000,000 bushels in the fall of 1956. One of the highlights in this rapid increase was the winter increase of nearly 9,000 bushels of Langdon durum in Mexico. This seed production project was sponsored by the Rust Prevention Association and financed by 85 North Dakota farmers. Last year more than 80 per cent of the North Dakota durum acreage was seeded to these varieties.

Winter testing of durum breeding lines in Mexico is being continued and the testing has recently been extended to the island of Puerto Rico. Adequate research programs must be maintained to protect durum producers, processors and handlers against future rust losses. Ice races are known in trace amounts which can attack all our present durum varieties, Fletcher said.

Langdon Station

Victor Sturlaugson, superintendent of the Langdon station, explained his work and pointed out samples of the various grains being grown this season. Mr. Sturlaugson is a world authority on durum and has been president of the North Dakota State Durum Show held at Langdon for the past fifteen years. The Durum Show this year will be held November 6 and 7.

After leaving the experiment station the group viewed durum fields en route south to Devils Lake where they spent the night.

(Continued on page 12)

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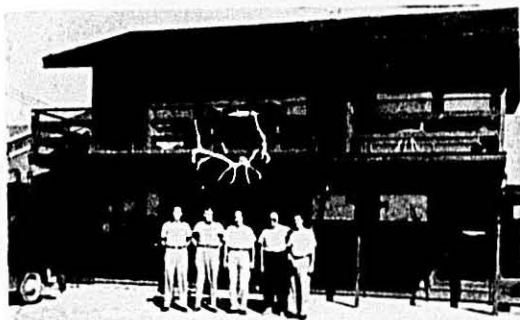
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The Durum Field Trip — sponsored by the Rust Prevention Association — afforded macaroni manufacturers an opportunity to see fields growing, being swathed and combined. Weather was perfect, conditions ideal.



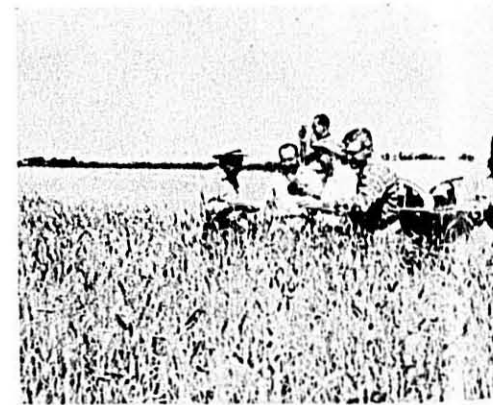
At the Westward Ho Motel: Joe LaRosa, Cam Sibbald, Phil LaRosa, Don Fletcher and Jim Winston.



Dinner at the Bronze Boat: Bob Green, Gene Hayden, Earl Thomas, Cam Sibbald, Horace P. Gioia, Maurice Ryan, Lloyd Skinner, Leo Kraft, Bill Brezden, and Phil Fossen.



As far as the eye can see: a durum field at Gilby, North Dakota.



At John Scott's farm: certified durum seed of good weight and quality.



Horace Langdon showing the combining operation of a Massey-Harris unit.



The grain inspector Sturlaugson at the experiment station.

Durum is still normally dried by the sun. Some growers like John Scott are straight-combing and drying mechanically to minimize moisture losses. Grain is graded for quality at the elevator.



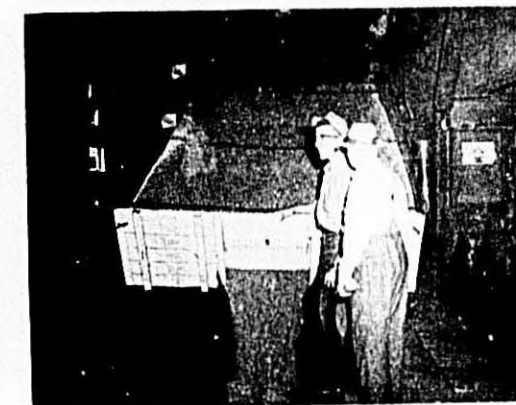
John Scott shows the boys how durum is dried on the farm after straight combining.



Three big bins, with wheat eight feet deep, stores the grain for drying.



At the Peasey Elevator in Cavalier, C. F. Schafer checks in a load of durum.



Up goes the truck, down goes the wheat, into a slotted grate and then into the elevator.



Jim Winston and Lloyd Skinner check a scale used in grading grain.



Ole Sundeen and his son, Olaf, at the elevator in Lakota.



George Mikkelson (center) conducted a meeting of producers and processors at Devils Lake.

(Continued from page 8)

A meeting of some forty durum producers and the macaroni delegation was called at Devils Lake Tuesday night by the North Dakota Farm Bureau. The purpose of the meeting was to discuss a proposal approved by the Farm Bureau in convention last fall for the federal government to require more descriptive labeling as to durum content in macaroni products. (See "Durum Growers and Processors Meet" in the Macaroni Journal, June, 1958, page 26.)

No attempt was made to arrive at any decision, but after the discussion ended the two groups found they had common interests and were in agreement in many areas.

Both agreed that durum must be promoted to the consumer so that she is familiar with what durum is and why it makes better macaroni products. It was agreed that some discussion on promotional possibilities will be held at the time of the Durum Show when Secretary Robert Green will present what the National Macaroni Institute has done in the last ten years and bring evidence of the work of the Durum Wheat Institute supported by the Millers' Federation. Producers will continue to work for a Wheat Commission to promote their products. (See "North Dakota Farm Bureau Plugs for Wheat Commission," Macaroni Journal, July, 1958, page 14.)

Producers Invited to Convention

Macaroni men invited a delegation of durum producers to attend the Winter Meeting in January to present their views on labeling and promotion directly to the convention assembled.

Wednesday morning after a "working man's" breakfast the group viewed durum fields en route to Lakota. One of the farms visited was that of Don Stevens, General Mills executive. Don grew up in the Devils Lake area and has a fine farm producing some excellent durum. At Lakota Ole Sundeen took the boys through a very modern elevator. His son, a recent graduate of Dartmouth, was busy weighing in truck loads of durum. It was here that daredevils Joe LaRosa and Bob Green took the hand hoist to lift themselves up to the top of the ele-

Durum Supplies Down

THE U. S. Department of Agriculture Marketing Service reports that supplies of durum wheat for 1958-59, currently estimated at 46,000,000 bushels, are 8,000,000 below last year but the second largest since 1951-52. The 1958 crop was estimated at 19,000,000 bushels, or less than half the 1957 crop. Carryover stocks, on the basis of incomplete data, are estimated at 27,000,000 bushels — nearly double a year ago. Disappearance of durum wheat last season totaled 27,000,000 bushels as against 32,000,000 the previous season. No. 2 Hard Amber Durum averaged \$2.41 per bushel in July compared with \$2.49 a year earlier.

Production of durum wheat in all states in 1958 was estimated at 18,800,000 bushels on the basis of conditions at the first of August. This is 25 percent below average. A near record yield of 19.4 bushels per acre is indicated. Rust damage was not a serious factor and cool weather along with adequate moisture allowed the crop to advance satisfactorily. A sharp reduction in acreage from the level of the past two years was primarily responsible for the low production. Durum wheat was planted on 1,002,000 acres in the four major states in 1958, only two-fifths as much as last year and the smallest acreage since records began in 1919.

Complete data on carryover stocks are not available. However, on the basis of current information, July 1 stocks in all positions are approximately 27,000,000 bushels. This compares with 14,000,000 on July 1, 1957, and 7,000,000 on July 1, 1956. Stocks at terminal elevators totaled 3,500,000 bushels this year as against 1,800,000 a year earlier. Durum mill stocks totaled 1,600,000, a drop of 300,000 from last year. Of the total July 1 stocks, the Commodity Credit Corporation owned nearly 17,000,000 bushels compared with 4,000,000 a year earlier.

Supplies of durum wheat for 1958-59 total 46 million bushels on the basis of

August 1 estimates of production and current estimates of stocks. This compares with 54,000,000 for 1957-58 and 46,000,000 for 1956-57. During the years 1938 through 1951, production ranged from 30 to 46,000,000; supplies from 40 to 76,000,000 bushels. Rust infection cut production sharply from 1951 through 1954 and by 1954-55 supplies totaled less than 10,000,000 bushels.

Disappearance of durum wheat last season totaled 27,000,000 bushels compared with 32,000,000 in 1956-57 and 14,000,000 in 1955-56. The sharp drop in disappearance resulted from small exports of only 300,000 bushels as against 10,600,000 in 1956-57. Exports were small the previous three seasons due to small domestic supplies. The quantity of durum wheat milled increased steadily from the low point in 1954-55 and is now only slightly below the years when supplies were plentiful. Nearly 21,500,000 bushels of durum wheat were milled last season compared with 15,000,000 in 1956-57, 5,900,000 the low point in 1954-55 and 23,400,000 the 10-year (1943-52) average. Exports of macaroni and macaroni products totaled 75,741 cwt. last season compared with 71,203 in 1956-57. Durum wheat flour and semolina exports totaled 152,473 cwt. in 1957-58 and 167,341 in 1956-57.

No. 2 Hard Amber Durum at Minneapolis averaged \$2.41 per bushel last season compared with \$2.59 in 1956-57 and \$2.86 in 1955-56. The first week of August, this grade averaged \$2.33 as against \$2.45 the comparable week last year. For the past seven seasons prices of No. 2 Hard Amber Durum wheat have averaged higher than 15 percent protein No. 1 Dark Northern Spring wheat at Minneapolis. The premiums have ranged from 2c per bushel last season to \$1.23 on 1954-55. During the first week of August the premium was 12c per bushel.



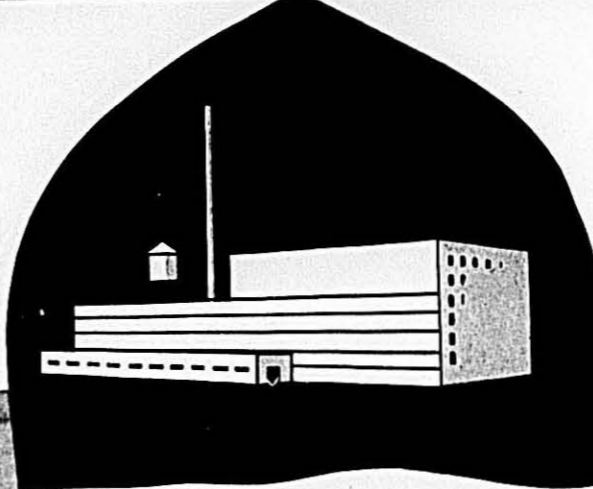
Lloyd Skinner and Vic Sturlaugson expound on a salient point.

SAVE with BULK DELIVERY from International



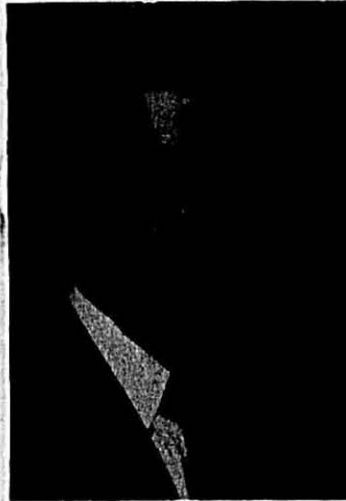
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Bulk handling enables you to eliminate sack costs, reduce storage and handling costs, reduce housekeeping costs, and improve working conditions in your plant. International's engineering staff has had many years' experience dealing with bulk problems. Ask your International representative for further information on how bulk handling can be adapted to your plant.



C. L. SIBBALD

Canadian Report

C. L. Sibbald of the Catelli Durum Institute makes the following report on durum in Canada:

Entering the 1958-59 crop year which began August 1, it is interesting to review the major durum developments of the past few years. Acreage devoted to this crop in Canada declined in the early 1950's because of stem rust. It then rose rapidly in the western prairies which are generally free from the rust fungus. Alberta and western Saskatchewan farmers pushed their durum acreage higher and higher, until Canada was producing almost 40,000,000 bushels per year. Sales did not equal these inflated figures, and during the 1957-58 crop year a large quantity of durum could not be delivered to country elevators. Against this background, the Catelli Durum Institute is pleased to publish the following crop report, which is the result of an extensive survey of the three prairie provinces.

1958 Potential

Based upon the Dominion Bureau of Statistics preliminary estimate of the Canadian durum crop acreage published August 12, the Institute would place the 1958 production potential at 12,500,000 bushels. This is less than one third of the large 1957 crop. The huge reduction is the result of less acres planted to durum, as well as the drought conditions existing on the prairies this summer.

D.B.S. acreage figures for durum planted this year, with 1957 totals in brackets, are as follows: Manitoba 94,000 (73,000); Saskatchewan 959,000 (1,793,000); Alberta 72,000 (492,000); Canada 1,125,000 (2,358,000). The great decline in acreage can be attributed entirely to the surplus condition which exists on the Canadian prairie scene with respect to durum. It can be readily observed from these figures that the presence of rust resistant varieties has caused the crop to move

eastward to some extent. The increase in acreage in Manitoba is not extreme however, because of marketing limitations.

In surveying the crop this year, and with the advance knowledge of the drought, the first feature which attracts attention is the adaptability of the wheat plant to prairie climate. Durum over most of Saskatchewan and parts of the other two provinces did not have a good start this spring. Moisture was lacking until the end of June and in some cases even longer. Consequently the plants did not tiller well. Stands were thin. But the heads which did form, assisted by some rain and cool weather, remain plump. It is expected that good grades will result, although there will be kernel shrinkage in isolated areas. Grasshopper damage is noticeable, but 1959 may see the greatest damage from this insect if hatching weather is favorable next spring.

Southwest Alberta stands apart from the drought picture. Timely rains during the spring and summer have acted to give the prospect of a splendid yield. The eastern part of Alberta is dry however. Elsewhere on the prairies the durum crop has been subject to dry conditions, and it is because of this that the fast ripening durum fields will probably yield only 10 or 11 bushels per acre on the average.

Galvin Estimate

The Galvin crop estimate of September 1, 1958, places durum wheat production at 20,254,000 bushels. This compared to the government August 1 estimate of 18,753,000 bushels and last year's final crop of 39,680,000 bushels.

Flour Handling on TV Film

A film story of bulk flour handling from mill to bakery is currently scheduled for viewing on more than 270 television stations throughout the United States and 42 stations overseas. This is part of a documentary series on industry's contribution to the American way of life, which is sponsored by the National Association of Manufacturers on its weekly TV program, "Industry on Parade."

Detroit Firms Featured

International Milling Company's Detroit mill and Koepflinger's Bakery in Detroit are featured in this film. These companies were two of the early pioneers in bulk flour handling in their respective industries. The subject of bulk flour handling was selected for this series because it has become one of the most revolutionary advances in the milling and baking industries in the past several years.

The film points out the advantages of Koepflinger's bulk flour storage and handling system, which was designed by International's bulk flour engineers. It is presented on a 15-minute TV show with two other stories about developments in other American industries. Some of the bulk flour handling film show

loading of bulk flour trucks and rail cars at the mill and the application of bulk truck unloading at a bakery without a rail siding.

Technical assistance and equipment for the film was provided by General American Transportation Corporation, Chicago, Illinois, and its subsidiary, the Fuller Company, Catasauqua, Pennsylvania.

Public Service TV Series

"Industry on Parade" is a public service TV series made possible by the 20,000 members of the National Association of Manufacturers. The series has received universal acclaim from viewers, station program directors and critics. In addition to the 1954 George Foster Peabody award for national public service in TV, this series has won seven consecutive annual Freedoms Foundation Awards, three citations from the Ohio State Institute of Education by Radio-TV; an award from the National Citizens' Committee for Educational TV; and a "PR Achievement Award" by the American Public Relations Association.

This particular "Industry on Parade" TV film, No. 404, will be shown at different times by various TV stations throughout the country. For verification of the exact date of showing in your area, contact the program director of your local TV station.

Milling Movie

Buhler Brothers, milling engineers of Uzwil, Switzerland, have produced a movie on the milling process from ship unloading of grain to the bulk shipment of finished flours by tank trucks.

The sound film, the firm said, gives an accurate story of today's modern and fully automatic flour milling industry. Some schemes demonstrate in a simple way the intricate techniques, the firm added.

The movie is being edited in ten languages — English, American-English, French, German, Spanish, South American Spanish, Portuguese, Italian, Japanese and Greek. Representatives of Buhler will show the film to anyone interested, the firm stated.

A colored short motion picture is also available on the centrifugal casting of rolls.

Airslide Charges

Railroads operating in the East have made a proposal that study should be given to the possibility of imposing a user charge on Airslide cars used for bulk transportation of flour. Attention will also be given to the imposition of a detention charge on Airslide cars when they are held beyond the normal demurrage period.

The proposal originated with the eastern lines, and they have asked the western carriers to give the matter some study. The question of user charges on Airslide cars was raised in connection with the study of such charges on heavy rail shipments.



More Eye-Appeal in the package!
More Taste-Appeal on the table!

On the grocer's shelf they reach for it first... at home they go for it most — if it's macaroni or spaghetti made from quality semolina and durum flours milled at the North Dakota Mill and Elevator from 100% durum wheat.

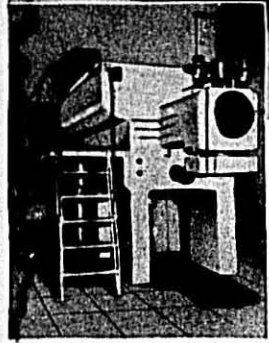
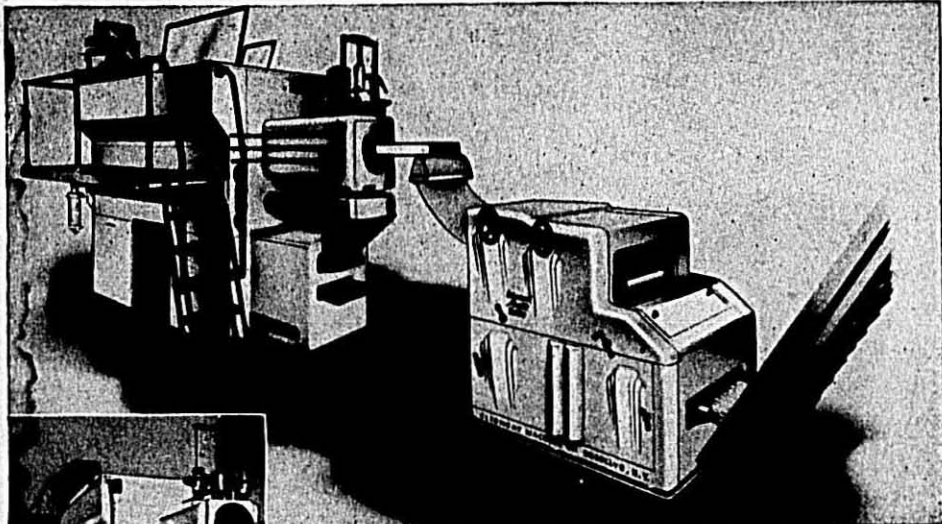
Grown and milled in the heart of the world's greatest durum area

NORTH DAKOTA MILL AND ELEVATOR
Flour Milling Division  Grand Forks, North Dakota

"Youth Will Be Served" — National Macaroni Week — October 16-25, 1958

Clermont **Unique New VMP-3**
Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS *Clermont!*

Machine can be purchased with attachment for producing short cut macaroni.

TAILOR-MADE FOR THE NOODLE TRADE
Available with or without vacuum process

Capacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

Large screw for slow extrusion for better quality.

Engineered for simplicity of operation.

Rugged construction to withstand heavy duty, round-the-clock usage.

Matchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.

Only one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.

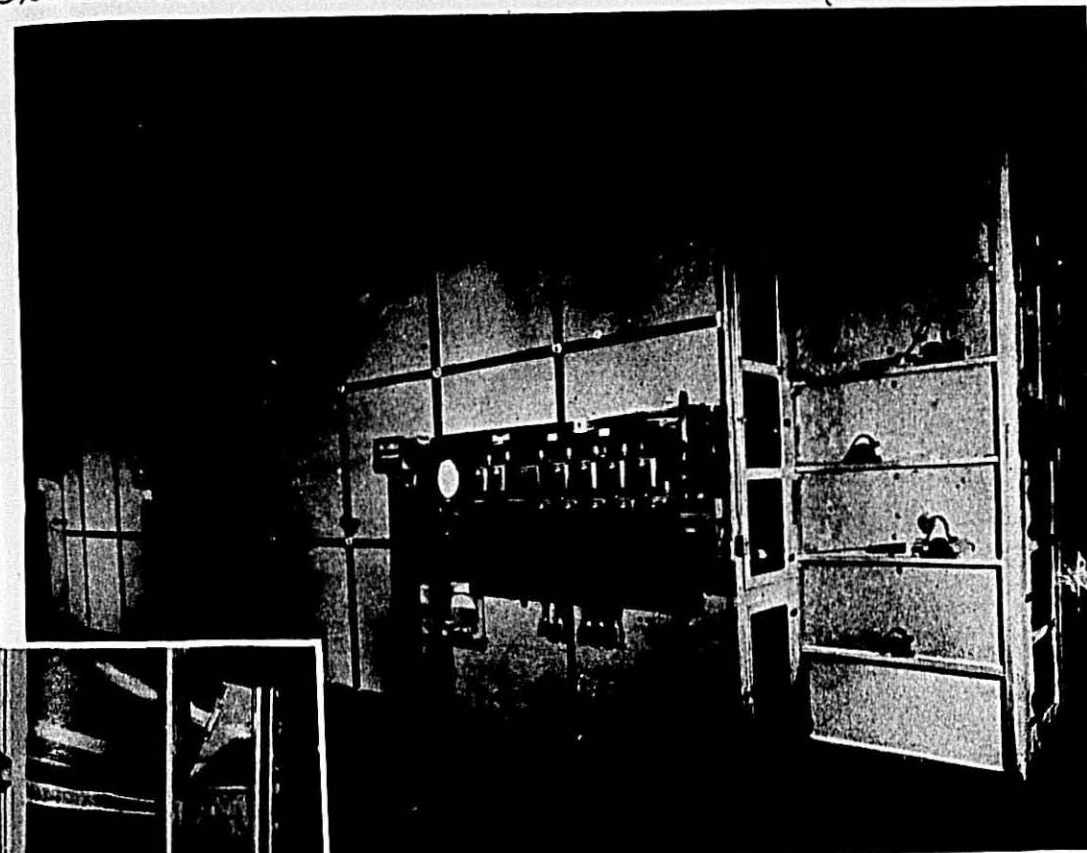
Newly designed die gives smooth, silky-finish, uniform sheet.

Totally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

Clermont Machine Company, Inc.

266-276 Wallabout Street,
Brooklyn 6, New York, N. Y., U.S.A.

Clermont **CONTINUOUS NOODLE DRYER**
Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine — in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company, Inc.

266-276 Wallabout Street,
Brooklyn 6, New York, N. Y., U.S.A.

Chickens and Eggs

A SUDDEN spurt in births of baby chicks is sending significant vibrations far beyond the henhouse, the Wall Street Journal reports.

Three-fold Effects

The multiplication of birds points to a sharp increase in the supply of eggs and broiling chickens in weeks and months ahead. Federal farm men foresee this three-fold result:

For poultrymen, egg and broiler prices may fall so far that already-slim profit margins will disappear entirely. For Uncle Sam, there'll be pressure for costly programs to bolster poultry and egg prices by buying up market gluts. For housewives, eggs and chickens will carry lower price tags at the supermarket.

Some of these results already are beginning to materialize. In late August, the wholesale price of broilers on the Delaware-Maryland-Virginia peninsula, a leading producing area, slipped to under 17 cents a pound, almost three cents less than the price of a year before; retail prices seem sure to follow. And in the big Chicago wholesale market, an important grade of eggs went for less than 44 cents a dozen, again, 46 cents a year before—despite some price recovery the last few days of the month.

Capsule History

Farm officials offer this capsule history of the upsurge in chicken-coop activity:

While poultry and egg prices haven't been really high this year, until recently they did hold above the post-war lows of 1955. In March, for instance, broiler prices to farmers were two cents a pound above a year ago, while eggs were up 10 cents a dozen. At the same time, prices of feed—which make up 60 per cent of a poultryman's costs—declined under the weight of last year's record feed-grain harvest.

"Good spring prices, coupled with the super-abundance of cheap feed, were just too much for the broiler men to resist," a farm official says. "This year's broiler production will top last year's 1.5 billion birds by at least 15 percent."

Forecasters say the price decline in broilers during the fall months, when the big early-summer hatch of broiler chicks is old enough to market, is sure to push this year's average price to farmers below the 1957 average of 18.9 cents a pound, and the lowest since 1941.

As for eggs, the increased chick population is expected to lead to an increase of at least 5 per cent in next year's egg-laying flock. Egg laying per bird, moreover, is climbing 2 per cent a year. Egg production, therefore, will start to rise this fall and, forecasters believe, will average about 7 per cent above a year earlier through mid-1959.



Egg breakers test for quality visually and by smell.

"Prices will go down," one official predicts. "But the weather and fickle consumer demand, as well as production, will determine the extent of the decline."

The egg-laying flock at the start of this year included an unusually large number of old hens near the end of their laying life. To replace these old birds without increasing the total size of the laying flock, farm forecasters advised poultrymen to hatch 5 per cent more egg-type chicks—birds of breeds especially suited for egg-laying—this year than last.

Through April, the hatch of chicks for addition to laying flocks was up 7 per cent from a year ago, or only a bit more than needed. But then with egg prices high and feed cheap, egg producers got optimistic. They ordered 23 per cent more chicks than a year ago in May, 40 per cent more in June, 51 per cent more in July. As a result, this year's total hatch of egg-type chicks promises to run 13 per cent above 1957.

Support Operations

Most farm officials believe the Government will start buying eggs as soon as prices begin to pinch; commodities bought by the Government to ease market gluts are given away to needy persons or used in the school lunch program. Says one official: "Secretary Benson believes in laissez faire, all right, but he's not ready to return to the law of the jungle."

No surplus eggs have been bought so far this year, but in 1957 Uncle Sam shelled out 8.4 million dollars for 284 million eggs, less than 1 per cent of the nation's total production.

The Government has never bought any broilers to prop prices, but some officials suggest this step may become necessary next year.

Pisa Piece

The leaning Tower of Pisa is being used as a point-of-purchase piece by R. T. French Company, Rochester, New York to push its spaghetti sauce mix.

Processed Eggs

Liquid egg production during July 1958 totaled 43,564,000 pounds. This was 4 percent below the production in July 1957 but 53 percent above the 1952-56 average for the month. The quantities used for immediate consumption and drying were smaller than a year earlier, but the quantity for freezing was larger.

Egg solids production during July totaled 2,157,000 pounds, compared with 2,888,000 pounds in July last year and the 1952-56 average of 1,989,000 pounds. July 1958 production consisted of 695,000 pounds of whole egg solids, 651,000 pounds of albumen solids and 811,000 pounds of yolk solids. Production in July 1957 consisted of 1,343,000 pounds of whole egg solids, 821,000 pounds of albumen solids and 724,000 pounds of yolk solids.

Frozen egg production during July 1958 totaled 32,064,000 pounds, up 6 percent from July 1957 and 53 percent larger than the 1952-56 average of 20,972,000 pounds.

Frozen egg stocks increased 6 million pounds during July, compared with 10 million pounds in July 1957 and the 1952-56 average decrease of 2 million pounds.

Egg Event

An October egg promotion, dubbed "Eggtober," has been announced by Dr. A. William Jasper, director of the Poultry and Egg National Board's division of Egg Promotion.

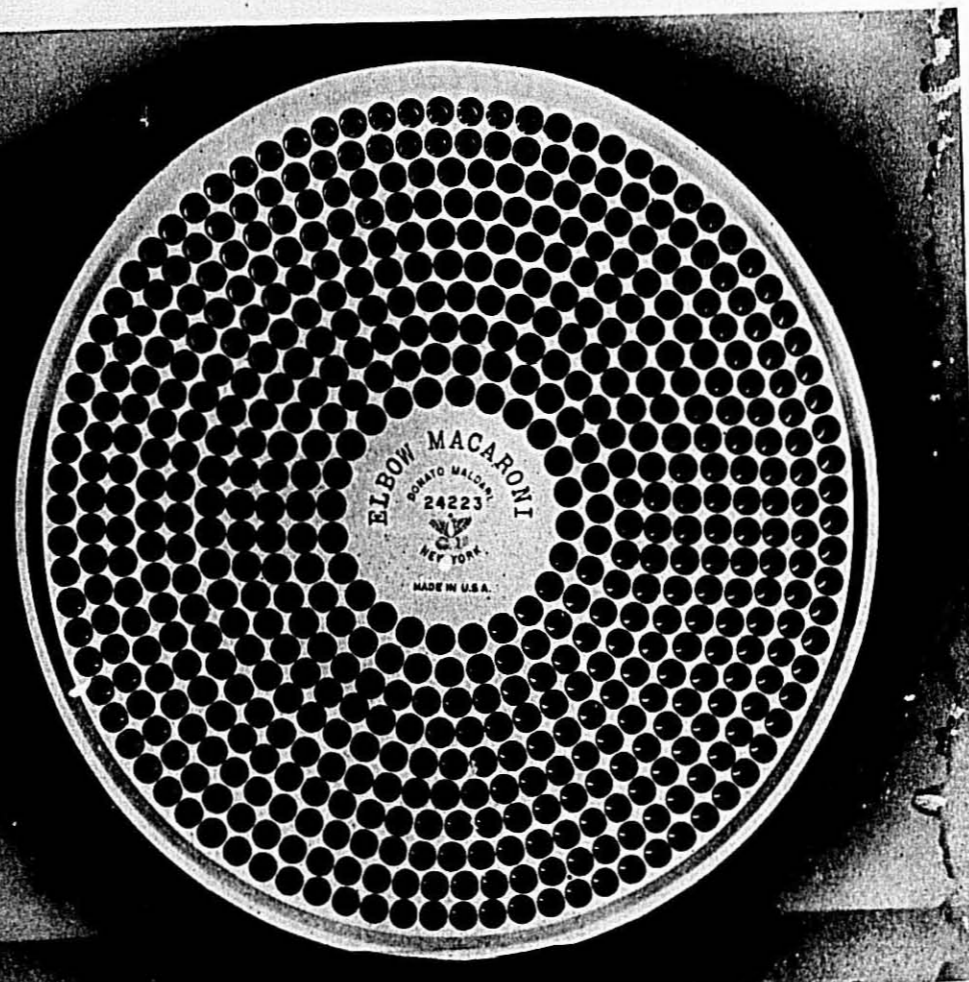
The campaign will include food publicity to newspapers, radio and television stations, merchandising tie-ins with other food companies and promotion groups.

Egg Prices

Current receipts of standard shell eggs in Chicago rose during August from a range of 28.5c-29.5c per dozen to 32.5c-33.5c. Frozen yolks, No. 4 color, sold from 56c to 61c in quantity. No. 5 color had an additional 2c premium.

Maldari Dies are known for Quality, Workmanship, Precision—
and Maldari is known for Service, Reliability, and Guarantee

Our Fifty-fifth Year



D. MALDARI & SONS, Inc.

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Manufacturers of the finest Macaroni Dies distributed the world over

Another Ambrette Landmark!

Announcing...
3 STICK
LONG GOODS SPREADER

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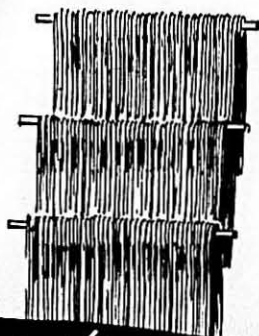
Patented

The only Spreader to greatly increase output of a 1000 lb. continuous press.

Increases production ★ 1

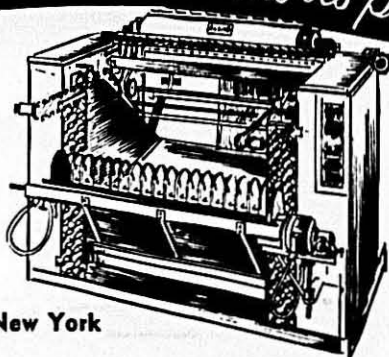
Improves quality ★ 2

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The only Spreader for a 1500 lb. continuous press.

**Why not trade in your old
2 stick spreader NOW?**



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NEW SUPER CONTINUOUS PRESSES

SHORT CUT MACARONI PRESSES

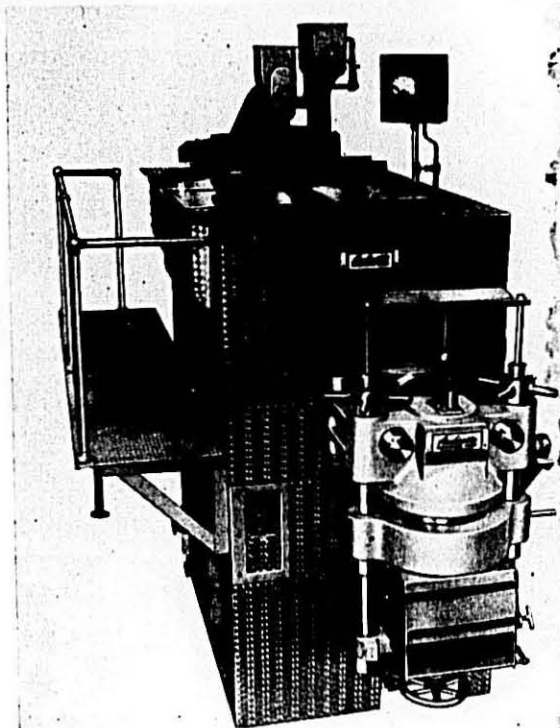
- Model BSCP — 1500 pounds capacity per hour
- Model DSCP — 1000 pounds capacity per hour
- Model SACP — 600 pounds capacity per hour
- Model LACP — 300 pounds capacity per hour

LONG MACARONI SPREADER PRESSES

- Model BAFS — 1500 pounds capacity per hour
- Model DAFS — 1000 pounds capacity per hour
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COMBINATION PRESSES

- Short Cut — Sheet Former
- Short Cut — Spreader



Model BSCP

QUALITY — —

PRODUCTION — —

CONTROLS — —

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- A controlled dough as soft as desired to enhance texture and appearance.
- Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.
- So fine — so positive that presses run indefinitely without adjustments.
- Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.

Ambrette
MACHINERY CORP.

Progress in Egg Color Standardization

by G. F. Siemers, Hoffman-La Roche, Inc.
At the 54th Annual N.M.M.A. Meeting

SINCE the article, "Egg Color and its Standardization with Carotenoids," appeared in the April 1958 *Macaroni Journal*, many inquiries have been received about the use of beta-carotene. It should be quite clear that beta-carotene is one of the principal natural yellow constituents in yolk. The addition of beta-carotene contributes a natural constituent to the egg which the hen, fed with modern high energy feeds lacking sufficient carotenoids, is unable to do. These high energy feeds are now necessary for economical egg production by the battery managed flocks. Certainly, these flocks will produce high or normal colored yolk if the feeds contain enough alfalfa, grass or other pigmenting material which the hen normally picks up when free to roam the barnyard. But to add the pigmenting material, which is in most cases rather fibrous, would decrease egg production and in turn increase the price of eggs.

Yolk color can be increased by adding the carotenoid or a concentrate of the carotenoid to the high energy feed but in so doing only about 10% or less of the total carotenoid is transferred to the yolk. This means a waste of about 90% or more which is discarded in the manure. On the other hand, if the carotenoid, preferably beta-carotene, is added in the egg processing plant this high waste is avoided since the entire addition is utilized for color.

Barnyard Flocks Disappearing

The barnyard flocks are disappearing since the battery managed flocks are more practical because of lowered production costs. Furthermore, the light colored yolks are more desirable for table use. In view of these changes in poultry management, highly colored yolks are more limited in supply. The yolk color problem is also serious for the baker, salad dressing manufacturer, the egg processor and even the feed manufacturer. The yellow cake must have color—if not, consumer acceptance goes down, especially if those states wherein the use of coal-tar colors in bakery goods are banned. To increase color by adding more eggs to a cake recipe can spoil texture and the cake may be more like an omelet than a quality cake. Mayonnaise, low in color, although egg content is good, does not convince the consumer that the right amount of eggs have been added.

The egg processor uses extra labor in separating yolks of different color value.



GUSTAVE A. SIEMERS

In most cases this extra effort is to obtain color only which could be better controlled by the standardization of color with the addition of beta-carotene. By doing this, a new invention or development takes care of a color deficiency unintentionally caused by new developments in poultry feeds and poultry management.

Under proper control and limitations which can be set up by amending the standards of identity for processed yolks and whole eggs, the egg color problem can be corrected in a practical manner. Labeling the finished food product that eggs are an ingredient should be sufficient to be informative to the consumer when eggs coming within the standards of identity are used. The invention of beta-carotene to correct a color deficiency of a preceding invention in feeds which has brought a more economical egg production would be for the best interests of the consumer.

Natural Color

Beta-carotene and many other carotenoids are food constituents. Beta-carotene is required for color in carrots, eggs and dairy products. Lycopene is a red colored carotenoid of tomatoes and pink grapefruit. Capsorubin gives color to red peppers. Cryptoxanthin and zeaxanthin are the yellow carotenoids of yellow corn. Astaxanthin and astacene are the red carotenoids in lobsters, shrimp, salmon and trout. Color in these food products has a definite bearing on consumer acceptance.

It is well known that certain carotenoids, especially beta-carotene, have definite vitamin A value and that the color of egg yolks, dairy products, trout and bird feathers depends on carotenoid content of the feed consumed by the animals, birds and fish. Beyond this, very little knowledge of the biochemical and physiological significance of the carotenoids is available. Commercial trout farms now want a low cost source of astaxanthin or astacene which when added to trout feed will increase the pink color of the fish flesh. This is very important for better market prices and consumer acceptance of hatchery trout. Feeding shrimp waste containing astaxanthin will also increase the color of trout. Experiments have shown that yellow canaries turn white when carotenoids are eliminated from the feed and that the yellow feather color returns when certain carotenoids are again added. Pink flamingos lose their color when on a carotenoid free diet and again turn pink when fed certain carotenoids. Thus, the carotenoids are important relative to color in birds, fish and animal products.

Consumer Wants Color

The consumer wants the color which naturally belongs to certain foods. New feeding methods which inhibit the color formation in egg yolks can be corrected in a controlled and practical manner by adding beta-carotene which the chicken fails to do. Without color, consumer acceptance goes down. Very few people would consider white noodles to be quality egg noodles regardless of the amount of egg solids in the product. Peach ice cream should have the color of peaches and a colorless raspberry sherbet—regardless of good flavor would not be pleasing—it must have raspberry color.

In summary, the commercial production and proper use of beta-carotene and other carotenoids will be for the best interests of the food processor and the consumer. The manufacturers of beta-carotene have the product and technical data available. Any move to amend the standards of identity should come from the industries concerned with the egg color problem. Control methods can be applied to limit the addition of beta-carotene to food products. According to recent surveys, feed manufacturers, egg processors, noodle manufacturers, salad dressing manufacturers and commercial bakers representing a large production of these industries are sympathetic to amending the standards.

A NEW SERVICE TO PROMOTE TECHNICAL PROGRESS IN THE MACARONI-NOODLE INDUSTRY

ANNOUNCING The GLENN G. HOSKINS COMPANY FOOD TECHNOLOGY LABORATORY

A COMPLETE LABORATORY SERVICE for quality control, research and development. Prompt, accurate analysis of protein, ash, color, moisture, per cent of solids in eggs, per cent of egg solids in noodles, vitamins, minerals, extraneous matter, diastatic power.

QUALITY CONTROL ANALYSIS will also include evaluation of semolina and flour by special Farinograph and Amylograph tests developed particularly for macaroni raw materials.

FOUR GRADUATE CHEMISTS with years of experience in the food industry are on hand for supervision of analysis, testing and development.

LABORATORY FACILITIES include equipment for developing new products—dry, canned and frozen—

PLUS

A 40 POUND PER HOUR CONTINUOUS PRESS, with vacuum, and an automatically controlled dryer which will be available for pilot plant test runs.

USE THE HOSKINS SERVICE

A complete technical consulting service for macaroni-noodle manufacturers and their suppliers.

GLENN G. HOSKINS COMPANY

Industrial Consultants
125 East Church Street
Libertyville, Illinois

Food Technology Laboratory
5901 Northwest Highway
Chicago 31, Illinois

Keeping Competition Clean

Bakers Weekly for August 11, 1958 carried the following editorial: "Keeping Competition Clean in the Macaroni Industry."

New Macaroni Rules

The Federal Trade Commission has just issued, effective Aug. 1, the text of the revised "Trade Practice Rules" which has been drawn up for the macaroni and noodle products industry. FTC says that it now has more than 160 such codes. They are initiated only by application of the individual industries. This is followed by conference between FTC and representatives of the industry, after which the proposals are made available by the Commission to all concerned. Then a public hearing is held in Washington. Sometime thereafter, FTC decides on the final text and makes it official.

Two sections of the macaroni rules should be of interest to all food manufacturers, including bakers. Under the heading, "Prohibited Discrimination," it lists discriminatory prices, rebates, refunds, discounts, credits, etc., "which effect unlawful price discrimination." This applies to all the familiar types of direct and indirect ways of selling some customers at lower prices than are available to other customers under the same circumstances. Similarly, there is a ban against rebates disguised as brokerage or commission to customers who perform no service entitling them to such payments. Next on the list comes advertising and promotion allowances and the offering of special services and facilities, both of which are banned unless offered to all customers under the same circumstances. Then comes a clause which places members of the industry under obligation not to ask or accept illegal price discriminations in their own purchasing.

Simplified Summary

The above is an over-simplified summary of a section on undercover price allowances, which is similar to those spelled out in many other industry codes. Basically, all such codes constitute a restatement for each industry of federal laws covering competitive practices including the Robinson-Patman and Clayton Acts.

Bakers could well be even more interested in another rule for the macaroni industry covering misrepresentation of protein, caloric and starch content of its various products. Here we find a clear-cut statement that it is an unfair trade practice to make any claim advertisement "which has the capacity and tendency or effect of deceiving purchasers" regarding protein, caloric or starch content. For emphasis, this applies not only to the macaroni itself, but also to comparisons

based on cooking instructions or recipes given by the advertising. Finally, unfair comparisons of the protein and other content of any industry product to other foods is likewise ruled out.

The necessity for such a rule is a reminder of the fact that nutritional factors are of primary importance in the effective promotion of many foods. However, such a rule would be unnecessary except for the fact that some members of the industry have sponsored over-zealous claims in their advertising. When this happens, many competitors join the parade with bigger and more sensational claims, and the result can only confuse the consumer. The spelling out of this ban against deceptive nutritional claims should prove of universal benefit to the macaroni industry.

Code of Ethics

We are not here suggesting that the baking industry ask the FTC to approve any similar trade practice rules for the baking industry. That idea has been explored in the past, and prevailing sentiment has been against it. We do, however, believe that the standards of conduct exemplified by these rules could well be followed in our industry.

Last week we asked Secretary Robert M. Green of the National Macaroni Manufacturers Association to give us his estimate of the prevailing attitude among his members towards these trade practice rules. His reply was significant:

"We don't expect miracles. We simply feel that this is a good statement of business ethics that industry can accept and follow to its own advantage."

About Calorie Claims

A stipulation agreement has been signed by Borck & Stevens, Inc., Bridgeport, Connecticut, with the Federal Trade Commission, in which the baking company agrees to stop claiming that its High-Protein Bread, or any similar bread, is a low caloric food. The stipulation represents agreement by the company to discontinue certain advertising practices which the F. T. C. believed to be in violation of the Federal Trade Act. It does not constitute an admission by the company that it has engaged in any method, act or practice that violates the law.

Among the objectionable advertising statements claimed by the F. T. C. are the following:

"Don't miss out on picnic-fun just because you're on a diet. Tuck in some sandwiches made with Borck & Stevens High-Protein Bread and you're absolutely safe. Loads of weight watchers enjoy sandwiches . . . provided they're made

with Borck & Stevens High-Protein Bread. Each slice . . . is low in calories . . . no other bread, not any, has . . . less calories than Borck & Stevens High-Protein Bread."

" . . . Borck & Stevens High-Protein Bread . . . keeps your weight down . . ."

"You don't need to miss out on summer picnic fun just because you're dieting. Borck & Stevens High-Protein Bread is low in calories . . . so you can enjoy all the traditional, wonderful picnic delights . . ."

" . . . Borck & Stevens High-Protein Bread is low in calories . . . to keep your weight down . . ."

" . . . Buy Borck & Stevens High-Protein Bread . . . keep your weight down . . ."

Under the terms of its agreement with the F. T. C., Borck & Stevens agrees to cease and desist from advertising its High-Protein Bread or any other bread product of substantially similar composition or properties, which:

"1—Represents, directly or indirectly, that said bread is a low caloric food or that the consumption of said bread as part of the diet will cause the consumer to lose weight or will prevent the consumer from gaining weight;

"2—Represents, directly or indirectly, that the caloric value of said bread is significantly less than ordinary bread;

"3—Represents, directly or indirectly, that no other bread has less calories."

The agreement is signed by the baking company as well as by the two top company officials—Chester E. Borck, president, and Jessie L. Borck, secretary.

General Mills Ups Research

General Mills, Inc. is increasing its research budget, which reached \$4,000,000 in 1957-58, it was revealed by Harry A. Bullis, board chairman, at the recent annual meeting.

General Mills' sales and earnings both set new records, President Charles H. Bell stated. Sales were \$2,100,000 higher at \$529,820,100 and earnings after taxes rose 20 per cent to \$14,693,597.

Mr. Bullis declared that the greater part of the increased research budget "will be spent in the field of foods, for basic research, and to develop new and better products, better packaging and improved processes."

Mr. Bell pointed to the burden caused by inflation when it comes to replacing worn-out machinery, equipment and buildings. With costs of materials rising, the company is forced "to rely more and more on retained earnings to make up the difference. We hope some day to see corrective legislation."

There is something special
about Macaroni products made from

King Midas

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

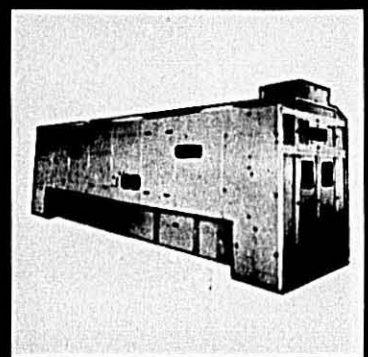
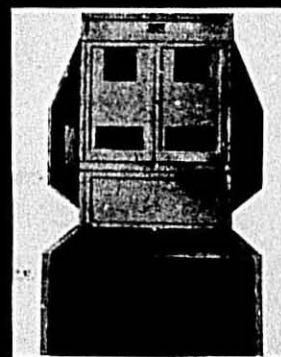
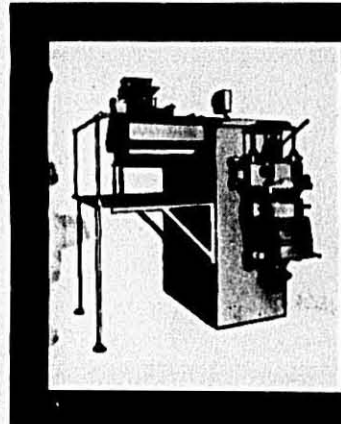
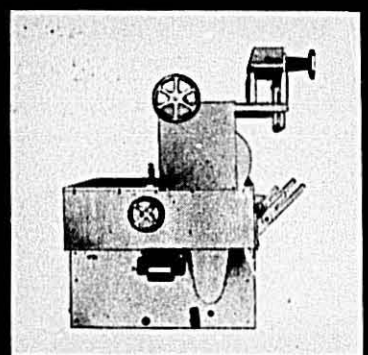
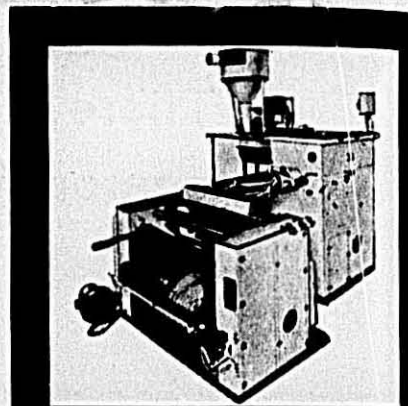
They meet all the requirements of big-family budgets to the most exacting taste of the gourmet.

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King Midas DURUM PRODUCTS

MINNEAPOLIS  MINNESOTA



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Pride In Work

JOHN A. PATTON, head of a Chicago management engineering firm bearing his name, spent five weeks in Europe this summer. He was shocked.

It was his first trip to Europe. A founding director of the Young Presidents' Organization, he went as a delegate to the International Entrepreneurs Congress in Freudenstadt, West Germany.

The management engineer, who is supposed to help United States firms get the most work out of their employees, was upset by the European work pace.

After watching the Germans, Patton said: "American people have become allergic to hard work." He is willing to concede that the United States is not going to stay ahead of the rest of the world in national income and standard of living unless something is done to restore enthusiasm and pride in doing a good job.

"The average American has no desire to do a good job," Patton charged. "He is just putting in time for a wage."

Management to Blame

Much of the blame for this condition Patton puts on American management, which he insists is interested too much only in "making a buck."

In many European countries, youths from 14 years up are taught to work hard, whether learning a trade or preparing themselves for a higher education. This becomes part of their character.

In Austria people don't work eight hours a day with two coffee breaks, he said. They work from 12 to 14 hours and almost everyone works six to seven days a week. The minimum wage of 1,000 shillings per month figures out about 44 dollars.

Wages in the United States are about four times as high as in Germany and Austria, he added. At the same time costs of living in those countries are only



RALPH SARLI

about one-half to one-third of what they are here.

If the energetic people of these nations were to have access to the same large markets we do in the United States, they would soon catch up with our standards of living, Patton says.

Intrigued by what he saw on his first trip to Europe, Patton plans to go back next year to make first-hand studies of industry and the workers.

With the European common market holding the promise of larger markets, he feels the Europeans will soon become a much more potent factor in world trade.

Enjoy Your Work

"When you work, you are a flute through whose heart the whispering of the hours turns to music. . . . To love life through labor is to be intimate with life's inmost secret. . . . Work is love made visible."—*The Prophet*, by Khalil Gibran.

Peter Putnam, author of "Cast Off The Darkness," says: "I chose these words, because they so eloquently deny the false notion that work is no more than a means to an end. We must work, as we must breathe, to live, but working and breathing are more than the mechanics of self-preservation. To see work as only a necessary evil is to turn it to mere drudgery. To value a job solely for its salary is to make one's self a wage slave. The labor we love for its own sake makes us free as well as happy."

"I recall a bricklayer talking about his trade. 'On a good job of face brick,' he said, 'the horizontal courses are so straight you could shoot an arrow across 'em, and the vertical joints so plumb you could spit down 'em. Whenever I see a job like that I got to stop and look. I know how much trouble it took to get it that way.' It was not simply the work he appreciated, but the love it made visible."

"To love work is to love life, and life, like experience, keeps a clear school. But the wise attend it eagerly. They know that it is dear, not for its cost, but for the value of its lessons, and they prize the joy of learning in it."

New Director

Ralph Sarli, vice president for sales of the American Beauty Macaroni Products Co., who was elected to the board of directors of the National Macaroni Manufacturers Association at the recent Colorado Convention, is back in Kansas City, Kansas, where he is supervising the final work on American Beauty's new plant at 501 Funston Road, Fairfax district. He is general manager of the company's Kansas City operations.

The new 102,000 sq. ft. plant, designed to be the most modern in the United



VICTOR I. HANSON

States, has fully automatic manufacturing handling processes. It will become completely automated with the completion of installation of new automatic packaging machinery.

American Beauty also has plants in St. Louis, Los Angeles, Denver, St. Paul, Salt Lake City, Phoenix and Wichita.

A native of Kansas City and a graduate of University of Southern California, Mr. Sarli has been connected with American Beauty for 20 years. He lives with his family at 6161 Overbrook Road, Johnson County, Kansas.

Vic Hanson Promoted

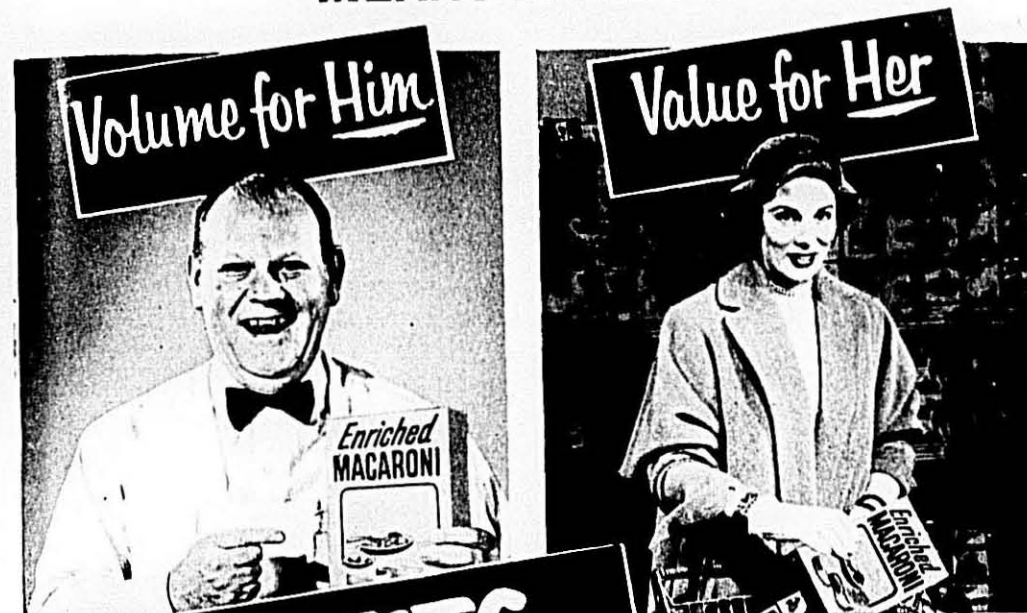
Victor I. Hanson has been named Assistant Sales Manager of the Durum Division of King Midas Flour Mills. He will assist Lester S. Swanson, General Sales Manager of the Durum Division in the handling of the company's semolina and Durum flour business.

Except for the years spent in the Navy, Vic Hanson has been with King Midas since 1935. His experience includes work in various departments of the company. Since 1918 he has been associated with the Durum Department and has gained a wide knowledge in the conduct of the company's durum business.

Caruso Appointment

The appointment of News Alliance to handle the public relations, publicity and sales promotion for Caruso Foods, Inc., of Brooklyn, New York, was announced by I. Kurt Mischer, president of the firm. The firm, founded by famed singer Enrico Caruso, manufactures macaroni products, spaghetti sauces, dehydrated soup mixes. Their advertising agency is Keyes, Madden and Jones.

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Both enrich macaroni products to conform
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THE RETAILER knows that enriched macaroni products have more sales appeal—move faster—give him the turnover he wants.

That's because more and more housewives today insist on foods that are enriched, knowing that they offer the best dollar value for they contain the most nutrition value.

All this adds up to increased sales, more profits for you when you enrich your macaroni products. And the profits grow even larger when you use Sterwin's modern enrichment methods. For enrichment by Sterwin is more economical . . . assures you of maximum accuracy at minimum cost.

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SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

Packaging Panel

AT THE annual convention of the National Food Distributors Association members were given an inside view of the major role packaging plays in food retailing today. The "insiders" supplying the view were Walter J. Hullinger, vice president and general sales manager of Milprint, Inc., leading flexible packaging firm; Robert Sidney Dickens, well-known package designer and president of Dickens, Inc.; and Ray L. Anzilotti, assistant general sales manager of Cracker Jack Company.

Marketing Phenomenon

Mr. Hullinger organized and led the panel, titled "Packaging: the Marketing Phenomenon of our Time." He traced the startling evolution which led to the decline of the old general store, with its "cluttered counters, bad lighting, formidable sales clerks, and obscure brand names," and the birth of the huge, modern, well-lighted self-service supermarket. "What made the transition possible," Mr. Hullinger said, "was the package. The evolution was inevitable and it is also inevitable that further changes will be made in the future. Right now, packaging is going through compulsory adjustments daily. There are going to be a lot of new packaging materials for manufacturers to use; there are going to be a lot of innovations in packaging machinery, and developments that will extend the shelf life of all sorts of products and enable manufacturers to ship greater distances."

Successful Prescription

Mr. Dickens said that to move merchandise off the shelf the package designer "must operate somewhat like a doctor. He must have all the facts before he can write a successful prescription. He must talk with the manufacturer to learn the facts of the product and what his competition will be in the field. He must talk to the advertising agency to learn their plans for advertising. He must go into the store and bring back visual evidence of the product in its actual selling condition. He must know whether it will be seen at eye level or above or below, or in the refrigerator case, or just before you reach the check-out counter. He must see it against all immediate competition, study all the perimeter products. Only after he has all this information and has studied the material carefully, as a doctor would study x-rays, blood count, and basal metabolism, does he feel he's on safe ground. Only then comes the creative effort, during which he constantly refers to the information he's gathered as a check list.

"No package can perform miracles," Mr. Dickens warned. "Don't use it as a

crutch. Use it as an important piece of equipment. Consider it when you first think about a new product and as you start to manufacture the product. Don't wait for the package to get sick before you run panic-stricken to the package designer and expect overnight miracles. Unfortunately there are no wonder drugs for packaging problems and no wonder workers in the package design profession."

Cracker Jack

Mr. Anzilotti traced the development of Cracker Jack from 1896, when it was sold in bulk in 25-pound wooden cases and distribution was limited to Chicago because the product was perishable. The first 5-cent cardboard package was introduced late in 1896, "but unfortunately this package did not have the proper protection for the product and much of the merchandise that was sold had to be returned. An attempt was made to pack the cartons in air-tight tin boxes but this was prohibitively expensive."

The company conducted a series of packaging experiments, finally introduced a sealed package in 1904. In a few years, sales increased from 11,000,000 packages per year to 33,000,000 and the product was distributed nationally. Cracker Jack thus became the first product to be packaged in a moisture-proof, heat-sealed package that was the forerunner of most of today's food packaging. Today Cracker Jack is sold in a newly engineered and attractive foil package, "deliberately designed to compete successfully with the thousands of food products that are found in modern food stores. This was necessary because while at one time the majority of Cracker Jack was sold at circuses, ball parks, and beach stands, today more than 80 per cent of Cracker Jack is sold through grocery store outlets." Mr. Anzilotti added that sales of Cracker Jack in the first half of this year are 31 per cent ahead of the same period in 1957—"a happy circumstance that we feel is due to a combination of outstanding packaging, aggressive advertising, and well-planned merchandising."

In Summary

In his summation, Mr. Hullinger reviewed the parts played by the package designer, the converter, and the manufacturer in presenting the packaged product to the consumer and the tremendous influence exerted by packaging at each of these levels.

Two of Milprint's newest packages were also shown. The foil Toaster-Redi pouch enables a housewife to warm pre-cooked frozen foods in her home toaster completely eliminating washing pots and pans. The other new product was the

new polyethylene bread wrapper, Ever-Fresh, which dramatically extends the shelf life of bread and decreases the stale returns to the baker.

For the Future

Mr. Hullinger then discussed the wonderful future of the packaging industry—a future in which the food distribution might well have to "get rid of some of their trucks and start thinking about the space age and jets." Examples of future packaging were shown, including the new tubes of food developed by American Can Company for the Army Quartermaster Corps. While these tubes are clearly products for the distant consumer future, Mr. Hullinger demonstrated to the audience some of the functional values that are being built into tomorrow's packages today. Cheese packages that extend shelf life; packages that keep products dry, that keep products moist, that keep products from migrating were some of the examples shown to the audience. "The packaging industry," Mr. Hullinger reminded his audience, "has created all these new packages so that the products in them can be more widely distributed than ever before."

Milprint Marketing Man

Irwin M. Glass, formerly a marketing consultant in the Cleveland office of the management firm of Booz, Allen & Hamilton, has been appointed to the newly created post of marketing research manager at Milprint, Inc., it was announced by Paul Hultkrans, vice president (marketing research) of the printed flexible packaging firm.

Mr. Glass will be responsible for providing management and the planning and marketing departments with the basic data and analytical studies required in building the firm's sales development program.

Before joining Booz, Allen & Hamilton, Mr. Glass was market research director for National Container Corporation in New York. He holds an M.B.A. degree from the University of Chicago and taught economics and money and banking at De Paul University in that city for two years.

He is a member of the American Marketing Association, American Finance Association, and the American Economics Association.

Doughboy Sealers

The quarters for producing package-sealing equipment have been more than doubled at Doughboy Industries, Inc., New Richmond, Wisconsin, it has been announced.

Winter Meeting

Diplomat West, Hollywood, Florida, January 19-22, 1959.



CHARLES M. HOSKINS

Food Technology Laboratory

William and Charles Hoskins, partners of the Glenn G. Hoskins Company, Libertyville, Illinois, have announced the establishment of a food technology laboratory to analyze macaroni products and their raw materials.

Quality control tests will include those for protein, ash, moisture, color, particle size, diastatic power, microscopic examination for extraneous matter, vitamin assay, mineral assay. Tests of whole eggs and egg yolks to determine solids and color will be made, as well as for sodium chloride, bacteria and coliform count. The laboratory will be equipped to test noodle samples for egg solids content as well as other standard tests.

According to the Hoskins partners, much stress will be placed more accurately determining macaroni-making qualities of raw materials. Farinograph and amylograph tests should enable macaroni manufacturers to maintain a constant check on quality of flour shipments made on contract.

Associated with Food Technology

The new laboratory will be associated with Food Technology, Inc. For twelve years this company has been working on food research and development work such as dry soup mix formulation, development of special macaroni products for freezing in aluminum casseroles and both-in-the-bag packages, special spaghetti for canning, as well as other foods.

Elmer F. Glabe is director of the laboratory. He has been a food technologist for more than twenty years and holds many patents on his accomplishments. Mr. Glabe is one of the original members of the Chicago Institute of Food Technologists, belongs to the American Chemical Society, the Association of Cereal Chemists, and the American Society of Bakery Engineers. He is the author of many articles on food technology, has presented papers before technical groups, and has served in court cases and before the Food & Drug Administration as an expert witness.

Besides the usual instruments for laboratory testing, special humidity controlled cabinets, ovens, and facilities for canning and freezing will be available. The laboratory will also have a controlled drying unit on which Hoskins claims to have successfully dried macaroni and spaghetti in less than eight hours.

Adjunct to Technical Services

The Hoskins Company regards the new laboratory as a natural development in their program of offering technical services to macaroni and noodle manufacturers. Other services include over-all new plant design, drying system design, air conditioning and humidity control, materials handling planning, packaging development, cost control, waste control, bulk flour handling and production control. Bulletins and general information are a part of services extended to clients in the United States, Canada, Mexico, New Zealand, Japan and Europe.

As a part of the food technology laboratory development, Charles Hoskins will go to Europe in October to talk with scientists at Buhler and Brabant, Dr. Charles Hummel, and others engaged in macaroni quality control. He will also visit plants of clients there.

Bulk Tomato Sauces

Plans for expansion of bulk packaging operations for made-to-order tomato base sauces have been announced by Brooks Foods, Inc., of Collinsville, Ill. G. S. Suppiger, Brooks president, said that demand for the company's barbecue, pizza, cocktail and other special tomato sauces in 55-gallon economy drums or five-gallon cans has proven the need for bulk pack production on a regular basis.

The special Brooks "Bulk-Pak" service was instituted early this year on an experimental basis to serve a few food processors in the home market. The company's skilled food technicians formulated recipes to suit the individual needs of these customers, who found that a better blended sauce could be obtained if prepared from a packer's complete tomato sauce base. Most of the bulk users formerly prepared their own sauces. The Brooks technologists are available to assist customers in creating or perfecting their exclusive formulas.

The company claims to offer users of this special service constant quality and flavor, since the company uses only tomatoes grown in Indiana.

On a regular production basis Brooks now is geared to provide made-to-order tomato base sauces in bulk quantities for meat packers, fish and poultry processors, makers of pizza, spaghetti and other Italian dishes. Brooks, one of the largest Indiana packers of tomato products, also packages tomato puree in five-gallon cans and both puree and tomato paste in No. 10 cans.

Sauce Label

San Giorgio Macaroni, Lebanon, Pennsylvania, has a new multi-colored label for its spaghetti sauce cans.



WILLIAM C. HOSKINS

Made of .00035 aluminum foil laminated paper and printed in four colors by rotogravure, a show-through of the aluminum is used for contrast.

Pictorially, the label shows the sauce both in a serving bowl and poured over a heaping plate of spaghetti. Recipes for spaghetti dishes and other sauce suggestions as well as a premium medallion complete the label.

The label was designed and produced by Standard Packaging's Allegheny Label Division, Cheshwick, Pennsylvania.

Moisture Test For Cheese

Moisture determinations in samples of grated American cheese made in 30 seconds by the Model 101 Nuclear Magnetic Resonance (NMR) Analyzer are described in Material Study Report 6.58, offered by Schlumberger Well Surveying Corporation, Ridgefield Instrumentation Division.

Prepared as a feasibility study, the report outlines the analysis method and the results achieved. Calibration curves for each material are incorporated, on which the NMR signal (per gram of sample) is plotted against moisture content as determined by the oven method. Copies may be obtained from Schlumberger Well Surveying Corporation, Ridgefield Instrumentation Division, Ridgefield, Connecticut.

Picnic

One hundred forty employees of San Giorgio Macaroni, Lebanon, Pennsylvania, picnicked August 9 at Fire-Park, Fredericksburg. A softball game, quizzing, contests, and entertainment rounded out the day's program.

In selecting spaghetti and meat balls as their dinner menu, the employees of San Giorgio lent their support to the industry-wide promotion, which calls attention to the fact that spaghetti and meat balls is the perfect food for serving anytime—it knows no season.



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Enrichment packs a potent appeal for nutrition-conscious consumers. It can help your macaroni products two ways.

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Our technical service staff is always ready to help you apply whichever of the following Merck vitamin products is best suited to your process. Or, if you prefer, ask the mills to use MERCK ENRICHMENT MIXTURES in your flours and granulars.

For Continuous Production

MERCK ENRICHMENT MIXTURE No. 34P—feeds readily, flows easily, and can be distributed uniformly with the usual mechanical equipment.

For Batch-Type Operations

MERCK ENRICHMENT WAFERS—dissolve quickly, promote uniform enrichment because they resist chipping and dusting, disperse uniformly as the batch is mixed.



Research and Production

for the Nation's Health



MERCK & CO., INC.
RAHWAY, NEW JERSEY

Meet the Veeps



EMANUELE RONZONI, JR., was elected First Vice-President of the National Macaroni Manufacturers Association at the 54th Annual Meeting in July. He has been a director of the Association since 1948.

In the item, "Meet Manny Ronzoni," Macaroni Journal, April, 1957, page 48, it was stated that Manny is a Brooklyn boy. He attended Fordham University Preparatory School and at an early age entered the macaroni business to help his father who was pressed for help at the time. Emanuele Ronzoni, Sr., was a pioneer in the macaroni business in New York City and a partner in the early Atlantic Macaroni Company before going into business for himself. Emanuele, Jr. learned the business from top to bottom, working in every department from production to packaging. He learned to read blueprints, obtained a knowledge of business law and related commercial subjects. Brother Angelo was put in charge of production while Manny administered sales. He became president of the company after the death of his father in 1956.

Family Man

He is a member of the Queens Chamber of Commerce, the Queens County Grand Jurors Association, and a director of Tiro a Segno of New York, Inc. (New York Rifle Club). Mrs. Ronzoni (Catherina, called Ina by her friends) and Manny were married 27 years ago. They have four children—two married daughters, Rosemary Bisio and Rita Castagna, and two sons, Richard, a senior in college, and Robert, a junior in prep school. Rosemary presented Manny and Ida with two grandchildren—Joseph and James—ages two years and nine months, respectively.

While Manny does not relish public speaking, he handles meetings in a quiet, unassuming way. His introductions of speakers and the way he gets the discussions going are straight-forward and business-like. That's the way he operates.



ALBERT J. RAVARINO, Second Vice-President of the National Macaroni Manufacturers Association, is an executive of Ravarino & Freschi, Inc., St. Louis, Missouri. He serves his company in administrative and sales functions.

He says: "I have been associated with the macaroni business since childhood. It became a daily and permanent affair when I left college in 1935." He graduated from the University of Notre Dame, specializing in the field of business administration.

"I have attended meetings of the Association and conventions as far back as my high school days." Al has been a director of the Association for more than a dozen years, and a most active committee member. His interests have ranged from durum to promotion, and he has served on as many committees as the Association has had working on these matters.

He waxes eloquent when the history, romance, and glamour of macaroni foods is being considered. His warmth of feeling and enthusiasm about the products he sells is contagious, and this probably accounts for the success his company has enjoyed, not only in the consumer package field, but with the institutional trade.

Experienced Traveler

An experienced traveler, he has visited the continent several times and has a brother who lives in Rome. Returning from Italy one year he brought back a motor scooter that was the hit of St. Louis. On their last trip, Al and his wife, Helen Marie, made arrangements to bring two little Italian girls into their family, Anna Marie—four years of age—and Mirella, three years old.

Al is a member of the Rotary, St. Louis Chamber of Commerce, and a half a dozen special clubs and organizations. He has been active in the Grocery Manufacturers of America in recent years, and is well known as an attendant at the Super Market Institute. As a thoroughly converted organization man, Al Ravarino knows the value of coordinated group activity.



ALFRED SPADAFORA, president of the Superior Macaroni Company of Los Angeles, California, was elected Third Vice-President of the National Macaroni Manufacturers Association at the last convention.

Big Fred, as he is affectionately known, has been a member of the Board of Directors since 1948.

Fred was born in New York City, but went West to California in 1905, the year of the big earthquake in San Francisco. He is a vocal booster of California, saying it is the finest place in the world to live. Fred and his wife, Isabel, have a daughter, Elaine. Fred has three sisters, Mrs. George Scifert, Mrs. F. L. Sherwood, and Mrs. R. DiNubila, and one brother, Emil. Emil is active in the macaroni business with Fred.

Old Timer

Fred Spadafora started in the macaroni business when he was 19 years old. He has been at it continuously for some 49 years in southern California. A recent trade paper advertisement claims that the Superior Macaroni Company was the first manufacturer in southern California. They have first claim to packaging macaroni products in glassine, and then converting into cellophane. Superior was among the first to prepare packaged Italian dinners. The company is currently marketing a new type of noodle package with soft, feminine pastel colors.

Fred, with a flair for the dramatic, will keep any group with which he is associated alive and alert.

Good Customer

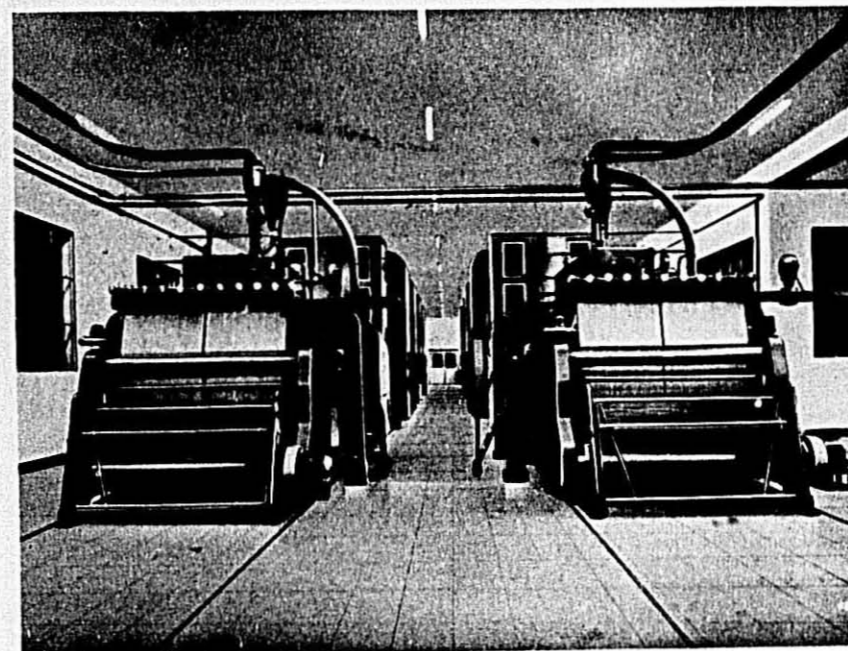
G. I. Joe has been a good macaroni consumer in 1958. In the first eight months of the year the Chicago Military Subsistence Market Center had procured almost 4,000,000 pounds of long spaghetti, almost 2,500,000 pounds of elbow macaroni, and more than 1,500,000 pounds of egg noodles.

modern installations for modern macaroni plants

Our Technical Office is at your disposal to study and to solve your problems.

AVOID BUILDING COST !!

of new premises. Renew instead your equipment. Only half of the space is required with the New Automatic Dryers.



Automatic Lines for Long Goods. Entrance of Products showing automatic stripping and cutting devices.

The picture shows our new automatic "GPL" Lines for all types of long macaroni products. 67 lines of this type are already in operation in 16 different countries.

ONE MAN PER SHIFT: 22,000 lbs. daily of dry products, ready for packing. Similar Lines are available for Twisted and Short Cut Goods.

Send your inquiries to:

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Western Zone: Permasco Division of Winter, Wolff & Co., Inc.,
2036 East 27th Street, Los Angeles 58, California

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What The Public Spends

Sharply increased sales in super markets and other grocery stores in 1957 brought the food and grocery industry's retail volume through these outlets to \$43,040,000,000—a gain of 9.4 per cent, compared with 1956's 6.8 per cent.

The annual survey "What Customers Spent for All Products Sold in Food Stores," prepared by the marketing research department of Food Publications, Inc., reports that among 1956's top 15 volume gainers, four besides liquid detergents repeated in 1957. These are frozen prepared foods, paper towels, frozen lemonade base and dried soup mixes.

Fresh meats and fresh poultry, which were two members of the top 15 losers in 1956, reversed their performance in 1957 to enter the list of top 15 gainers.

Macaroni Consumption

The data on macaroni products, domestic consumption is reported at \$285,740,000, 68 per cent of which moved through grocery store channels accounting for \$193,420,000 in sales. This amounted to 0.45 per cent of total store volume.

Spaghetti sales in 1957 were \$111,970,000, up from \$103,520,000 in 1956 and \$97,130,000 in 1955. Gain over last year represents 8.2 per cent. 74 per cent of spaghetti sales went through grocery stores.

Macaroni sold in 1957 totaled \$93,470,000, up from \$87,510,000 in 1956 and \$83,860,000 in 1955. This was a gain of 6.8 per cent. Grocery stores handled 64 per cent of sales of macaroni.

Noodles amounted to \$80,300,000 in sales, compared with \$75,530,000 in 1956 and \$72,200,000 in 1955. Sales gain was 6.3 per cent over previous year. Grocery stores handled 63 per cent of total sales volume.

Rice Sales Increase

A competitive product—rice, showed a sales increase of 5 per cent, with a total of \$125,540,000 in 1957 compared with \$119,570,000 in 1956. 71 per cent of consumption moves through grocery stores.

Soup mixes tallied \$26,000,000 in sales, 97 per cent through grocery stores, compared to 1956 figures of \$23,360,000.

Macaroni in Canada

Factory value of shipments by Canadian firms in the macaroni and kindred products industry in 1957 totalled \$12,734,000, compared with \$12,022,000 the preceding year. The number of employees rose to 692 from 658 but salaries and wages fell to \$1,825,000 from \$1,876,000. Materials and supplies cost \$7,287,000 compared with \$6,712,000.

Shipments of macaroni, spaghetti, vermicelli, noodles and related products were valued at \$11,588,000 with the previous year's total \$11,124,000.

Macaroni-Salmon Promotion

National Macaroni Institute released the following recipe in a general newspaper mailing in cooperation with National Canned Salmon Week:

Catch compliments with these Macaroni Salmon Casseroles. They're just the ticket for an easy but delicious dinner. No need to catch a salmon either—the first of the new canned salmon pack is waiting on your grocer's shelves.

Consider a hot macaroni salad, too, for late Summer and early Fall dinners. This one combines macaroni, frankfurters and Swiss cheese.



Macaroni Salmon Casseroles: Always a good flavor duo, salmon and macaroni are especially flavorful together in these individual casseroles.

Macaroni Salmon Casseroles (Makes 4-6 servings)

1 tablespoon salt
3 quarts boiling water
2 cups elbow macaroni (8 ounces)
¼ cup butter or margarine
¼ cup all-purpose flour
½ teaspoon salt
¼ teaspoon pepper
2 cups milk
1 1-pound can salmon, drained
1 10-ounce package frozen peas
1 medium-sized onion, thinly sliced
Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter or margarine; add flour, ½ teaspoon salt and pepper; blend. Gradually add milk and cook over low heat, stirring constantly, until thickened. Bone and flake salmon. Combine salmon, peas, onion and macaroni with white sauce in 4 to 6 individual casseroles. Bake in moderate oven (350°) 30 minutes. Garnish as desired.

Rice-A-Roni

Distribution of a new product, Rice-A-Roni, has been started in the northern California market by Golden Grain Macaroni Company.

Rice-A-Roni is a mixture of rice and vermicelli (a small macaroni cut), flavored with herbs and chicken stock.

The new item's package, which provides an economical serving for six, contains the principal ingredients already mixed and a separate foil envelope for the herb-flavored chicken stock.

Golden Grain executives say they are aiming the product's appeal to housewives as an "epicurean dish easy to prepare," and they predict a strong response throughout their marketing area.

To provide a variation from the potatoes and rice menu, Rice-A-Roni is suggested as a natural accompaniment with meat, fowl, or fish. It is also recommended as a prime casserole ingredient.

Headquartered in San Leandro, the Golden Grain organization is a major supplier of macaroni products throughout the west.

Convenience Food Sales Up

Consumer purchases of a representative group of grocery products at mid-year were up 10 percent over last year. Individual groups show:

- Canned and frozen foods were up 10 percent.
- Household products were up 6 percent.
- Fats and oils were down 2 percent.
- Fresh citrus fruits were down 2 percent.
- Canned and frozen juices were up 14 percent.

Some interesting individual dollar volume trends include: For the year to date, cereals up 6 percent—milk products up 7 percent—prepared desserts up 12 percent. Coffee is down 9 percent, because prices are down 11 percent although consumers are buying 3 percent more pounds.

The point of these statistics is that Mrs. Consumer, in exercising her "sovereign right of choice," is always seeking maximum value. This results in constantly changing purchase patterns—and that is exactly what is happening today.

However, nowhere is this power of choice shown more clearly than in areas where the unemployment problem has become acute. Although housewives in these economically depressed areas are still spending as much on food as they did a year ago (due to built-in economic props such as unemployment compensation), several purchasing patterns are developing in these areas which differ from the rest of the country. For example, instant coffee purchases are stronger here than elsewhere . . . margarine purchases have increased . . . so have purchases of macaroni and spaghetti products.

Frozen Casseroles

Stokely-Van Camp, Inc., is introducing seven new frozen "Carefree Casseroles" in aluminum packages. They are: chicken and noodles, creamed chicken and big cuts, "Tenderoni" and beef, potato au gratin, spinach loaf, chopped beef in barbecue sauce, and "Tenderoni" and cheese.

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

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- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

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RETROSPECTIONS

by
M. J.



35 Years Ago

- Joining the national Clean-Up and Paint-Up Campaign was recommended for all food processing plants. A clean food factory is an invaluable asset to its owners.
- Survey conducted by the Milwaukee Journal of 40,000 families in the Greater Milwaukee area showed that 88.05% of Milwaukee uses one or more of the macaroni products.
- Goodman & Sons Company of New York City, who had been using their slogan "Eat More Wheat and Eggs" with success on window cards and street car advertising, filed application for the right to use the trademark "Goodman's" on their products.
- The Liberty Macaroni Manufacturing Co., St. Louis, Missouri, applied for the registration of its trademark "Italma" on February 28.
- Frank A. Motta, secretary of the Champion Machinery Company of Joliet, Illinois, completed a business tour of the macaroni manufacturers' plants in the Pacific Northwest states and western Canada.
- Frank W. Foulds, president of the Foulds Milling Company of Chicago, is back on the job, having fully recovered from his recent illness.

25 Years Ago

- Government officials showed friendly attitude toward the Macaroni Code as finally presented by President G. G. Hoskins at the hearing October 5, 1933, in Washington, D. C.
- The Agricultural Adjustment Administration reported an increase of 6.10% in the retail price of macaroni products from February 15 to August 29. Prevailing prices in February were 14.6 cents a pound while in August they had increased to 15.5.
- Recent registrations of trademarks for macaroni products were: "Golden Grain" by Gragnano Products, San Francisco; "White Pearl" by Tharinger Macaroni Company, Milwaukee; and "Ronconi" by Ronconi Macaroni Company, Long Island City, New York.
- The La Premiata Macaroni Company, Connellsville, Pennsylvania, was again in operation, having been purchased by the Jesse C. Stewart Company, Pittsburgh, one of Pennsylvania's leading wholesale food firms.
- Joseph Piscitello, president of Quality Macaroni Company, New York, passed away September 18.

15 Years Ago

- NMMA Research Director, Benjamin R. Jacobs reported on the provisions of the Wage Stabilization Program under the jurisdiction of the National War Labor Board covering workers making 5,000 dollars or less.
- A public hearing on minimum wage recommendations in the macaroni-noodle industry was called for October 28 by the Administrator of the Wage & Hour Division of the U. S. Labor Department, New York.
- Western Electric Lamp Division employed spaghetti in an ingenious way to speed the assembly of electronic tubes used in the war effort.
- Mr. and Mrs. Charles C. Rossotti, Rossotti Lithographing Company, North Bergen, New Jersey, having completed an extensive coast-to-coast tour visiting macaroni manufacturers, reported the industry was in a flourishing condition.
- Charles Bonadio, Chief Macaroni Company manager, was named chairman of the newly formed Pittsburgh District Macaroni Club.
- Ration Book Number 4 was distributed by the Office of Price Administration to more than 120 million persons. It will last approximately two years.

5 Years Ago

- The macaroni industry approved blends to extend the short durum supply due to rust damage of the durum crop.
- 110 macaroni manufacturers and allies enrolled to compose the 1953 industry conference at Bismarck Hotel, Chicago.
- Theme for National Macaroni Week October 15-24: "Macaroni Products are Body Builders."
- Betty Crocker saluted National Macaroni Week on her ABC radio show with a Macaroni Sauté recipe.
- NMMA President Thomas A. Cuneo announced the Chairmen and Members of all the Association's regular and special committees for 1953-1954.
- A. Irving Grass, president of the I. J. Grass Noodle Company, Chicago, was named chairman of the Food Committee of the Chicago Division of the Conference of Christians and Jews.
- A. Palazzolo & Company, Cincinnati, Ohio, introduced the Duncan Hines Brand of macaroni products.
- Lloyd Skinner, president of Skinner Manufacturing Company, Omaha, Nebraska, was elected Post Commander of American Legion Post No. 1 of Omaha, the world's largest legion post.

CLASSIFIED

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FOR SALE - Clermont Noodle Cutter, with five sets standard cutting width rollers, Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Finish Dryer. In excellent condition. In operation now. Reasonably priced. Write Box 154, Macaroni Journal, Palatine, Illinois.

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Cost Factors

About 75 percent of the rise in food prices since the end of World War II can be traced to three factors: Higher wages, higher transportation costs, and higher taxes. During the same period, net profits of grocery manufacturing companies have declined from 4.1c per dollar of sales to 2.6c, reports Paul S. Willis, President, Grocery Manufacturers of America, Inc.

Kuehn Appointed

Henry E. Kuehn, executive vice-president and general manager of King Midas Flour Mills, was appointed to executive committee of F. H. Peavy & Co.

Peter Fortune

Peter Fortune, 47, died August 27 in Detroit. He was a native of Chicago and son of Mr. and Mrs. John L. Fortune. John Fortune was the head of the Fortune Brewing Company and macaroni manufacturing operation during the 1920's and 1930's in Chicago.

✓ CHECK AND FILE THIS IMPORTANT INFORMATION

FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B ₁	.50%
Vitamin B ₂	.15%
Iron	.32.5%
Niacin	4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B ₁	.50%
Vitamin B ₂	.10.5%
Iron	.16.2%
Niacin	3.4 milligrams

for batch mixing ROCHE* SQUARE ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds . . . have finer, more buoyant particles . . . and break clean into halves and quarters. Only Roche makes SQUARE Enrichment Wafers.

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ENRICHMENT DATA

Send today for this sales-building ad mat to help you sell more spaghetti

Now, in addition to selling your products for favorite spaghetti-macaroni-noodle dishes—you can sell them to help satisfy the homemaker's never-ending desire to serve things new, different and exciting.

This newspaper ad is the third in our new series designed to help you get additional sales and to build prestige for your brand name. The ads are available in mat form at a mere fraction of their true cost. The recipes featured were created by Betty Crocker and tested by our famous consumer panel.

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If you wish, you can add, delete, or rearrange elements within the ad to make an entirely new or different size ad. Combine elements from other ad mats to make multi-product ads. Your newspaper representative will gladly help.

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ad mats featuring Spaghetti Pie. I
have enclosed 50¢ for each mat.

Firm _____

Address _____

City _____ State _____



DURUM SALES

Minneapolis 26, Minnesota

No. 3 in General Mills' new series of ad mats

This mat is reproduced actual size—2 col. x 6 1/2". Send for yours today. Watch the Macaroni Journal for other ad mats offered by General Mills.

New idea to stretch food dollars



SPAGHETTI PIE
made extra tasty with
YOUR BRAND SPAGHETTI

SPAGHETTI PIE

7-oz. pkg. thin spaghetti	TOPPING
1 cup cottage cheese	1 egg, beaten
2 eggs, slightly beaten	2 tbsp. grated
1/4 tsp. salt	Parmesan cheese
1/4 tsp. pepper	
1 cup grated sharp Cheddar cheese	

Cook spaghetti by dropping it into 6 cups rapidly boiling salted water (4 tsp. salt). Bring back to rapid boil. Cook, stirring constantly, 3 minutes. Cover with tight-fitting lid. Remove from heat and let stand 10 minutes. Rinse with hot water, drain.

Heat oven to 350° (moderate). Mix together cottage cheese, 2 eggs, salt, pepper, Cheddar cheese, and spaghetti. Place in buttered 9" pie pan. Top with egg and Parmesan cheese mixture. Bake 45 to 60 minutes, until silver knife inserted in center comes out clean. Serve warm garnished with parsley. May be served in pie-shaped wedges with Mushroom or Tomato Sauce. 4 to 6 servings.

MUSHROOM SAUCE: Dilute 1 can condensed cream of mushroom soup with 1/2 cup milk. Heat.

TOMATO SAUCE

1 tbsp. butter, melted	8-oz. can tomato sauce
2 tbsp. chopped onion	salt and pepper to taste
2 tbsp. chopped green pepper	

Sauté onion and green pepper in melted butter until onion is transparent. Add tomato sauce, seasonings; heat over low heat.

SEND COUPON TODAY!